

RESEARCH AND DEVELOPMENT, NEUCHATEL - QUARTERLY REPORT

DIVISION : QUALITY ASSURANCE
SUBJECT TITLE : SUBJECTIVE CIGARETTE EVALUATION
PERIOD COVERED : OCTOBER - DECEMBER 1988
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KEYWORDS : panel, discriminative, assistance, concept

DISCRIMINATIVE PANEL
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Panel B

The R&D Panel B evaluated 77 prototypes this year using the DDD-method (PME 720). An average of 29 observations per test was obtained. Fifty-four prototypes were found : "not different to corresponding standards", twenty-three were significantly different.

In order of importance, the main brands smoked were :

	<u>% of tests</u>
Marlboro	54
Muratti	21
Brunette	8
Philip Morris	3
Others	14

The tests were requested by :

	<u>% of tests</u>
Manufacturing Services	40
Material Testing	25
Analytical Services	18
Panel Testing	11
Research	5
QC-FTR	1

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ASSISTANCE TO ITALY

On November 29 and 30, the Head of Product Quality Audit went to the Bologna Factory. The purpose of the visit was to attend the first session of the new Smoking Panel as well as the Panel A session which had to set the Marlboro Taste Standard for local production.

PME SENSORY EVALUATION CONCEPT

The present Panel Organization is being reviewed in order to define improved future concepts. With this object, a two-day visit was paid to Bergen op Zoom on November 9 and 10 with the FTR-Leaf Expert. The aim was to become familiar with the PMH-Panel Structure (1).

In the same way, the Head of the PMG-Munich Panel Organization and a Panel A member came to Neuchâtel on November 21 and 22. The purpose of the meeting was to compare views on a PME Sensory Evaluation concept.

At this stage, basic terms of the project are as follows :

1. Review/revise objectives of the sensory evaluation with emphasis on QA type of activities.
2. Define the types of panel needed by HQ, R&D and Affiliates.

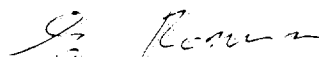
At present, three types are considered :

- Alarm panel able to detect major defects in daily production.
 - Confirmation panel which could ratify the existence of a problem as well as take care of current QA panel activities (e.g. qualification trials)
 - Leaf panel which would be the link between local and HQ sensory evaluations.
3. Define/revise methodology most suited to each of the above panels.

REFERENCES

1. Visit report from Monnin-E., dd. November 16, 1988

EMO/January 16, 1989
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